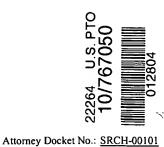


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Customer Number 28960



MAIL STOP NEW PATENT APPLICATION Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

NEW APPLICATION TRANSMITTAL

Sir:

Transmitted herewith for filing is the patent application of Inventor: Eduardo F. Llach

Title:

SYSTEM FOR AUTOMATICALLY SELLING AND PURCHASING HIGHLY TARGETED AND DYNAMIC ADVERTISING IMPRESSIONS USING A MIXTURE OF PRICE METRICS

CERTIFICATION UNDER 37 CFR § 1.10

Leasely, cortify that this New Application and the documents referred to as enclosed herein are being deposited with the United States Postal

	Service on this date, <u>January 28</u> , 2004, in an envelope bearing "Express Mail Post Office To Addressee" Mailing Label Number <u>EL993346063US</u> addressed to: PATENT APPLICATION , Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.						
	Juan Rascon				Tuan D. Rascon		
	(Name of Person Mailing Paper)				Signature		
Enclosed are:							
1.	The pap	The papers required for filing date under CFR § 1.53(b):					
	32	Pages of Specification (including claims); 4 Sheet(s) of Drawings. X Formal Informal					
2. 3. 4.	<u>X</u>						
5 .	Fee Cale	culation	ulation				
	_	_ Amendment changing number of claims or deleting multiple dependencies is enclosed.					
CLAIMS AS FILED							
			Number Filed	Number Extra	Rate	Basic Fee	
			Number Filed	Number Extra	Kate	\$770.00	
Total Claims			35 - 20 =	15	\$18.00	270.00	
Independent Claims			4 - 3 =	1	\$86.00	86.00	
		Multiple D	ependent claim(s), if any		\$290.00		
	Filing Fee Calculation						
6.	X Applicants are entitled to small entity status						
		50% Filing Fee Reduction (if applicable) 563.00					
7.	Other F	Other Fees					
	_	Assignment Recordation Fee					
	_	Other 0.0					
	_				TOTAL FEES ENCLOSED	563.00	
8.	Payment of Fees						
	<u>x</u>	Check in the amount of \$563.00 enclosed.					
9.	<u>x</u>	Authorization to Charge Additional Fees					
	The Commissioner is hereby authorized to charge any additional fees (or credit any overpayment) associated with this communication and which may be required under 37 CFR § 1.16 or § 1.17 to Account No.08-1275. An originally executed duplicate of this transmittal is enclosed for this purpose.						
10.	<u>x</u>	X Return Receipt Postcard					
	Dated:	Dated: January 28, 2004 By: Double Ovens Name Jonathan O. Owens Registration No.: 37,902					